



news release

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FOR IMMEDIATE RELEASE

Western Reserve Public Media's Lisa Martinez to Retire

NORTHEAST OHIO — Aug. 28, 2013 — After 27 years of employment at Western Reserve Public Media (WNEO/WEAO, Kent, Ohio), Lisa Martinez, vice president of marketing and development, will retire effective Aug. 31, 2013.

Martinez's entire career to date has been with the organization. In 1986, fresh out of graduate school at Kent State University, she was hired as public information assistant and was promoted several times before being named vice president in 2004.

"I'd be hard pressed to name another person who is funnier, more intelligent and more articulate — and who has a greater passion for PBS — than Lisa," said Trina Cutter, president and CEO of Western Reserve Public Media. "In the past seven years alone, she has increased individual membership giving by 18 percent. This is no easy feat when your business model depends on donations." Cutter added that Martinez secured more than \$500,000 in funding for local productions and kept corporate underwriting and foundation support steady during the recent recession. She also oversaw the 2008 rebranding of the organization from PBS 45 & 49 to Western Reserve Public Media. "Lisa may be retiring from the station, but her legacy will live on," Cutter said.

Martinez, a native of Canton, says she feels honored to have been a part of the organization and to have learned so much from her work and her colleagues. "I am a true believer in the mission of public media and will always have a special place in my head and heart for Western Reserve Public Media." The Kent resident plans to pursue personal interests, further her education and explore second-career opportunities.

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About Western Reserve Public Media

Western Reserve Public Media (formerly PBS 45 & 49) is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation and consortium of Kent State University, The University of Akron and Youngstown State University. A trusted community resource, Western Reserve Public Media uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. It serves the largest population (5.13 million people) of Ohio's eight PBS member stations.

Western Reserve PBS (WNEO 45.1/WEAO 49.1), a service of the organization, is the only broadcast television service that reaches all of Northeast Ohio. It is available to 5.13 million people in the Cleveland and Youngstown designated market areas. In an average month, more than 1 million people tune in. The organization also operates three standard definition channels: Fusion (WNEO 45.2/WEAO 49.2), MHz Worldview (WNEO 45.3/WEAO 49.3) and V-me (WNEO 45.4/WEAO 49.4).

Through funding from eTech Ohio, Western Reserve Public Media provides K-12 educational technology training and instructional television programming to 21,500 educators and 256,700 students in eight Ohio counties. For more information about the organization, visit www.WesternReservePublicMedia.org or call 1-800-554-4549.

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